

AGENDA: January 27, 2004

4.6

CATEGORY: Consent

DEPT.: Community Services

TITLE: Street Closure, Sound Amplification,
Festival Area Designation and Animal
Ban for A La Carte and Art in Mountain
View

RECOMMENDATION

1. Adopt A RESOLUTION APPROVING THE CLOSURE OF CERTAIN STREETS IN THE DOWNTOWN AREA FROM 2:00 A.M., SATURDAY, MAY 15, 2004, TO 10:00 P.M., SUNDAY, MAY 16, 2004, FOR THE A LA CARTE AND ART FESTIVAL IN MOUNTAIN VIEW, to be read in title only, further reading waived.
2. Approve the operation of a sound amplification device by the applicant between 9:00 a.m. and 6:00 p.m. on Saturday, May 15, 2004, and Sunday, May 16, 2004, within the festival area, under conditions as specified.
3. Approve a festival area designation for the area of street closure.
4. Approve an animal ban for the area of festival.

FISCAL IMPACT

The total estimated cost for Police, Fire, Forestry and Roadway Landscape, Solid Waste and Streets services is \$12,500.00 (\$11,650.00 to be paid by the applicant and \$850.00 to be subsidized by the City, as per Council Policy K-14).

BACKGROUND AND ANALYSIS

The applicant is Karen Cabello, acting on behalf of the Central Business Association (CBA) (Attachment 2). A la Carte and Art in Mountain View will take place between 10:00 a.m. and 6:00 p.m. on Saturday, May 15, 2004, and Sunday, May 16, 2004, and will feature the vending of merchandise, food and beverages. Tickets for alcoholic beverages will be sold until 5:30 p.m. Alcoholic beverage service will stop at 5:45 p.m. There will be entertainment, including amplified music, display and informational booths and activities for children. This event occurred last year without incident.

Financial Disclosure

According to the financial disclosure form submitted by the applicant (Attachment 3) in 2003, expenses for A la Carte and Art were \$59,636.81, revenue was \$102,825.00 and profits to the CBA were \$43,188.19, all of which was retained by the agency.

The nature of this event necessitates an event permit pursuant to Council Policy K-14. There will also be live, amplified entertainment at various times, necessitating a permit pursuant to City Code Section 3.17.2, subject to conditions listed herein.

Conditions of Permit Issuance

Violation of any of the conditions listed herein will result in the revocation of permit authority by any Police Officer or authorized City representative and cessation of the event.

1. The location of any sound amplification device(s) shall be stationary and confined to a predesignated location within the festival area. This location shall be approved by the City in advance of the event.
2. Sound amplification shall be restricted to the hours of 9:00 a.m. and 6:00 p.m. on Saturday, May 15, 2004, and Sunday, May 16, 2004.
3. Decibel level of the amplification shall be subject to reduction upon the request of any Police Officer.
4. Applicant shall pay for rental of public toilets, barricades and traffic control devices as deemed necessary by the City.
5. Applicant shall provide for procurement and placement of garbage dumpsters and garbage cans and for trash monitors who will ensure the area is free of debris during and after the event.
6. Applicant shall provide for proctors and monitors to facilitate order at the event. Such proctors will be responsible for providing services deemed necessary by the City, including by way of example, but not limited to, first-aid stations, lost-and-found stations, lost children stations, City parking lots, etc.
7. Applicant shall provide space within the festival area for any group which may wish to exercise First Amendment-protected rights.

8. Applicant shall follow all legal directions requested by any Police Officer, including the temporary or complete cessation of any or all components of the event if, in the Police Officer's judgment, the cessation is necessary to ensure the public safety.
9. Applicant shall arrange for insurance as required by the City.
10. Applicant shall contact all businesses within the affected street closure area, advise them of this event, and advise them that any opposition to the event can be expressed to Council on the date this item is to be heard (Attachment 4).
11. Applicant shall provide the Police and Fire Departments with a copy of the conditions and policies given to all vendors.
12. Applicant shall post detour signs directing motorists around the street closures.
13. Applicant will provide booths that comply with fire safety regulations for all food vendors.
14. Applicant will notify vendors of approved locations to access water and electricity.
15. Applicant will publicize "No Pets" on all promotional material and post "No Pets" signs at the event.
16. Applicant shall follow all policies governing use of Civic Center Plaza.
17. Applicant must make a final follow-up with the primary Mountain View Police Officer on duty prior to leaving the event area and also do a final walk-through of event site at conclusion of festival.
18. Notification to all vendors that only the use of diesel generators will be allowed at the festival.

ALTERNATIVE—Denial of the event or specific components of the event.

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PUBLIC NOTICING—Agenda posting. Notice will be delivered by hand through the CBA Block Captain Program.

Prepared by:

Approved by:

Michele Petersen
Recreation Supervisor

David A. Muela
Community Services Director

Kevin C. Duggan
City Manager

MP/8/CAM
207-01-27-04M-1^

Attachments: 1. Resolution
2. Special Event Application
3. 2003 Financial Disclosure Form
4. Public Notification Letter

CITY OF MOUNTAIN VIEW
RESOLUTION NO.
SERIES 2004

A RESOLUTION APPROVING THE CLOSURE OF CERTAIN STREETS IN THE
DOWNTOWN AREA FROM 2:00 A.M., SATURDAY, MAY 15, 2004,
TO 10:00 P.M., SUNDAY, MAY 16, 2004, FOR THE A LA CARTE AND ART FESTIVAL
IN MOUNTAIN VIEW

BE IT RESOLVED that the City Council of the City of Mountain View hereby
approves the closure of the following streets for the Central Business Association-
sponsored A la Carte and Art in Mountain View:

1. 2:00 a.m., Saturday, May 15, 2004, until 10:00 p.m., Sunday, May 16, 2004, as
specified:

- Castro Street from California Street to Church Street; and
- Mercy Street from Bryant Street to Hope Street.

2. 3:00 a.m., Saturday, May 15, 2004, until 10:00 p.m., Sunday, May 16, 2004:

- Castro Street from Evelyn Avenue to California Street;
- Villa Street from Bryant Street to Hope Street;
- Dana Street from Bryant Street to Hope Street; and
- California Street from Bryant Street to Hope Street.
